

## **Draft 3.0: April 27, 2010**

# **PIONEER SQUARE ECONOMIC DEVELOPMENT PLAN**

### ***Community Goals and Strategies***

#### **Goal #1: Actively Engage Businesses in Supporting Economic Growth in the District**

- A. Research and inventory the businesses and nonprofit organizations to understand “who is in Pioneer Square” and accurately characterize the economy
  - Develop a system to track business activity – openings and closings
  - Identify desirable new businesses, including missing complementary businesses, and develop a marketing and recruitment strategy to fill specific niches
- B. Meet with businesses individually and in groups to engage them, solicit their needs for business retention and expansion
  - Reach out to large companies and institutions outside Pioneer Square, to obtain their support and engagement
- C. Support existing and emerging economic clusters
  - Support existing and growing clusters, such as art galleries, clubs, and independent retailers – and conduct outreach to attract additional businesses
  - Support efforts to expand the Square’s digital media and gaming cluster

#### **Goal #2: Build the Neighborhood’s Organizational Development and Advocacy Capacity**

- A. Establish organizational capacity, with adequate staff and funding and decision-making authority, to execute this business-oriented economic development agenda
- B. Address the mix of boundaries and overlay zones – MID, BIA, PS Historic District, planning area, etc. Align the boundaries to create a more cohesive district definition
- C. Expand the BIA boundaries to match the Historic District boundaries
- D. Work with the National Park Service and support the agency’s efforts to have a great Ranger presence on the street
- E. Host forums and events to hear ideas and generate discussion in support of economic development in Pioneer Square.

**Goal #3: Focus on the District's Historic Building Assets and Enhance the Built Environment**

- A. Support implementation of the Livable South Downtown Plan
- B. Increase residential development and density in Pioneer Square
  - Build relationships with property owners and developers; convene key partners and facilitate advancement of major development opportunities
  - Advocate for specific incentives needed to create more residential space in the neighborhood
  - Target smaller, infill projects in key areas needing improvement
- C. Address vacant, dilapidated, and underused buildings
  - Identify, inventory, and map neglected buildings. Use the building inventory done for the Livable South Downtown effort as a starting point
  - Develop targeted strategies for each dilapidated, neglected building in the Square
  - Engage property owners directly in efforts to improve the appearance, tenancy, and upkeep of the District
  - Activate storefront windows with art, fashion, and design displays, including working with the City's Office of Arts and Cultural Affairs on this initiative

**Goal #4: Effectively Market, Brand, and Promote Pioneer Square**

- A. Develop a comprehensive PR/Marketing/Branding strategy with timelines and resources for implementation
  - Communicate the Square's architecture as "one of the great historic districts in America;" create materials to illustrate the quality, scale, and value of the buildings
  - Consider partnering with organizations focused on historic preservation or architecture
  - Brand Pioneer Square as a cool, artsy neighborhood and destination
  - Build on the First Thursday Art Walk to attract more and new people to the Square
  - Promote the District's accessibility by transit. Develop a strategy to leverage the area's transit hubs, and attract pass-through commuters to the District's restaurants and shops
  - Take advantage of free resources offered by the Mariners: half page ads in Mariners magazine, free tables in the concourse and pre-game video presentations

- B. Develop a communications plan that builds on the Square's unique mix of assets
  - Create and implement a media strategy; generate positive stories about the neighborhood
  - Communicate Seattle's cultural and historical heritage, including existing venues and events, such as the Square's specialty walks, museums, historical plaques
  - Work with neighboring districts (ID, downtown and the waterfront) to coordinate messages and leverage resources
- C. Support the Trails to Treasure program

**Goal #5: Improve Public Safety and Civility**

- A. Advocate for the maintenance, improvement, and activation of public spaces
- B. Develop standards for social service agency responsibilities regarding clients outside their buildings and in the neighborhood
- C. Implement a program of private security funded by club owners to support a safe and health nightlife through the MID
- D. Assess the need for a community center for Pioneer Square; a place for people to go during the day

***City Goals and Strategies***

**Goal #1: Support Pioneer Square's Historic Buildings and a Positive Development Environment**

- A. Facilitate Development and Adaptive Reuse Incentives
  - Enact South Downtown zoning incentives that are adequate to help increase residential density
  - Convene the development community to better understand potential incentives and barriers to residential development
  - Use the City's tools and invest in incentives to help increase residential development
  - Expedite development projects through the City's permitting process
  - Engage property owners directly in efforts to improve the appearance, tenancy and upkeep of the District
  - Explore whether the current housing levy could fund improvements in the District
  - Explore the feasibility of vacating Washington Street (behind Occidental Park) to facilitate development of the block and expand the park out to allow housing

- B. Implement Supportive Building and Energy Code Provisions
- Develop performance-based energy code provisions for historic buildings, based on national models. (City's Green Building team is looking at this issue)
  - Investigate the New Jersey rehabilitation building code for adaptive reuse
  - Evaluate the St. Louis model of matching Federal tax breaks with State tax incentives

**Goal #2: Provide Economic Development Support and Investment**

- A. Align the City's business and economic development activities to support Pioneer Square's business climate and activity; provide staff and financial support for the initiatives in this Plan
- B. Support economic activity data collection efforts
- C. Experiment with getting information on new businesses from the business license database. The City could send out a notice when a new business license is received, as happens now with liquor licenses.
- D. Support identification of new and emerging clusters; help recruit complementary new businesses

**Goal #3: Provide Supportive Utility, Parking, and Transportation Infrastructure**

- A. Ensure Effective Utility and Technology Systems
- Take the lead in identifying and executing an investment strategy that delivers reliable broadband to Pioneer Square
  - Engage with Comcast to provide improved broadband service
  - Work with Seattle City Light to troubleshoot neighborhood issues. At a minimum, determine what expected service response times
  - Ensure that lights that burn out are repaired timely; Consider installing brighter lights
- B. Effectively Manage Parking Supply and Demand
- Review the quantity and location of on-street parking spaces. Identify opportunities to free up spaces for shopping and visitor use
  - Manage Sunday parking to free up short-term spaces for shoppers and visitors
- C. Support Transportation Improvements
- Support the Executive's recommendation and funding to extend the streetcar line alignment through Pioneer Square
  - Support mitigation of major construction projects in the Square

**Goal #4: Ensure an Environment of Public Safety and Civility**

A. Public Safety Experience and Perceptions

- Identify city actions and strategies to increase the perceptions of public safety in the District (more/reword)
- Enact measures to improve public civility, such as proposals regarding aggressive panhandling
- Improve enforcement of noise ordinance at night, in particular between the hours of 12 pm and 3 am
- Continue to support programs that activate public space, such as Seattle Parks & Recreation's summer arts program in Occidental Park
- Continue to support and advance the memorandum of understanding for nightclubs
- Conduct CPTED in areas of greatest need to deter drug dealing and other illegal activity

B. Human Services Programs and Strategies

- Convene the District's human service agencies and organize efforts to discuss current needs and issues, and develop a plan of action
- Develop standards for social service agency responsibilities regarding clients outside their buildings and in the neighborhood